

PATENT  
Serial No. 09/815,856  
Amendment in Reply to Final Office Action of July 15 2005

IN THE CLAIMS

Please amend claims 8 and 16 as follows:

1           1. (Previously Presented) A method for making a recommendation  
2   in a lifestyle recommendation machine, the method comprising the  
3   steps of:  
4           generating a user profile based on explicit and/or implicit  
5   directions of a user;  
6           making a recommendation for an item, service, and/or event  
7   based on the user profile;  
8           and  
9           reporting the recommendation to the user through a celebrity  
10   agent while simultaneously displaying an image of the celebrity  
11   agent.

1           2. (Original) The method of claim 1, wherein the  
2   recommendation is a recommendation of television programming.

Claim 3 (Cancelled)

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1           4. (Previously Presented) The method of claim 1, wherein the  
2 image is a video of the celebrity agent and the reporting step  
3 comprises playing accompanying audio which announces the  
4 recommendation.

1           5. (Previously Presented) The method of claim 1, wherein the  
2 image is a still image of the celebrity agent.

1           6. (Original) The method of claim 5, wherein the reporting  
2 step further comprises displaying a textual message which announces  
3 the recommendation.

1           7. (Original) The method of claim 5, wherein the reporting  
2 step further comprises playing accompanying audio which announces  
3 the recommendation.

1           8. (Currently Amended) A lifestyle recommendation device  
2 comprising:  
3 means for generating a user profile based on explicit and/or

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4 implicit directions of a user;  
5 means for making a recommendation for an item, service, and/or  
6 event based on the user profile; and  
7 reporting means for reporting the recommendation to the user  
8 through a celebrity agent while ~~simultaenously~~ simultaneously  
9 displaying an image of the celebrity agent.

1 9. (Original) The device of claim 8, wherein the lifestyle  
2 recommendation device is a television programming storage device.

Claim 10 (Cancelled)

1 11. (Previously Presented) The device of claim 8, wherein the  
2 image is a video of the celebrity agent and the reporting step  
3 comprises playing accompanying audio which announces the  
4 recommendation.

1 12. (Previously Presented) The device of claim 8, wherein the  
2 image is a still image of the celebrity agent.

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1           13. (Original) The device of claim 12, wherein the reporting  
2 means further comprises means for displaying a textual message  
3 which announces the recommendation.

1           14. (Original) The device of claim 12, wherein the reporting  
2 means further comprises means for playing accompanying audio which  
3 announces the recommendation.

1           15. (Previously Presented) A program storage device readable  
2 by machine, tangibly embodying a program of instructions executable  
3 by the machine to perform method steps for making a recommendation  
4 in a lifestyle recommendation machine, the method comprising the  
5 steps of:

6           generating a user profile based on explicit and/or implicit  
7 directions of a user;

8           making a recommendation for an item, service, and/or event  
9 based on the user profile; and

10          reporting the recommendation to the user through a celebrity  
11 agent while simultaneously displaying an image of the celebrity  
12 agent.

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1           16. (Currently Amended) A computer program product embodied in  
2 a computer-readable medium for making a recommendation in a  
3 lifestyle recommendation machine, the computer program product  
4 comprising:

5           computer readable program code means for generating a user  
6 profile based on explicit and/or implicit directions of a user;

7           computer readable program code means for ~~generating~~ making a  
8 recommendation for an item, service, and/or event based on the user  
9 profile; and

10          computer readable program code means for ~~generating~~ reporting  
11 the recommendation to the user through a celebrity agent while  
12 simultaneously displaying an image of the celebrity agent.

1           17. (Previously Presented) A method for making a  
2 recommendation in a lifestyle recommendation machine, the method  
3 comprising the steps of:

4           substituting a user profile based on explicit and/or implicit  
5 directions of a user with a celebrity profile of a celebrity;

6           making a recommendation for an item, service, and/or event  
7 based on the celebrity profile; and

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8 reporting the recommendation to the user through a celebrity  
9 agent while simultaneously displaying an image of the celebrity  
10 agent.

1 18. (Original) The method of claim 17, wherein the  
2 substituting step comprises downloading the celebrity profile from  
3 an external source.

Claims 19-20 (Cancelled)

1 21. (Previously Presented) The method of claim 17, wherein the  
2 image is a video of the celebrity agent and the reporting step  
3 comprises playing accompanying audio which announces the  
4 recommendation.

1 22. (Previously Presented) The method of claim 17, wherein the  
2 image is a still image of the celebrity agent.

1 23. (Previously Presented) The method of claim 17, wherein the  
2 reporting step further comprises displaying a textual message which

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3 announces the recommendation.

1 24. (Previously Presented) The method of claim 17, wherein the  
2 reporting step further comprises playing accompanying audio which  
3 announces the recommendation.